



## ***AOT in Action***

### **TOURISM WORKS FOR ARIZONA!**

*Issue 130 – October 16, 2006*

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

#### **A Message from the Director:**

Good morning.

I was joined by several of the AOT directors last week for the Travel Industry Association of America's (TIA) Marketing Outlook Forum in Florida. This annual conference is both an educational forum and a marketing meeting, with a focus on technology trends, the travel industry's economic outlook and international inbound travel. Between all of the AOT staff in attendance, we were able to attend a majority of the educational sessions, and everyone agreed that the conference was both informative and useful, offering practical application techniques and an interesting outlook on our industry. TIA has had an intense focus on international travel for the past few years, and more specifically on addressing the fact that the U.S. continues to lose market share when it comes to prized overseas visitors. Overseas visitation to the U.S. fell 1 percent for the first seven months this year and only moderate growth is forecasted for the next four years. Europeans have been the "bread and butter" of international travel to the U.S., but they are now looking at other countries that they perceive to have fewer barriers to entry. Coupled with an aggressive increase in marketing by other destinations, it is easy to see why our industry needs to work together to restore America's brand. The news wasn't all bleak, as TIA reported that Canada, Mexico and Latin America will dominate the growth in international travel, which is of course good news for Arizona.

TIA is also releasing a study sponsored by American Express that focuses on American vacation travelers in terms of what they view as important in an ideal vacation trip and how close their trips come to the ideal. The concepts of time, exploration, freedom, escape and discovery play a critical role in how destinations should market to these travelers. The study also focuses on how perceptions change depending on life stage, which also plays a significant part in marketing activities.

If you would like more information about Marketing Outlook Forum and the topics that were covered, you can visit [www.tia.org](http://www.tia.org)

Have a great week.



Margie A. Emmermann  
Director  
Arizona Office of Tourism

## AOT News Flash

### AOT Presents “Economic Impact of the Travel Industry in Arizona” Workshop Series

Please mark your calendars for AOT’s newest workshop series, featuring information from the first full-scale “Economic Impact of the Travel Industry in Arizona” report. The economic impact workshops will be held at five locations throughout the state, with each presentation being tailored to the counties that are near that location. The Economic Impact of the Travel Industry in Arizona report features county level travel data on each of Arizona’s 15 counties, which will give communities invaluable information on the amount of spending and number of jobs tied to the travel industry in their area. This type of data is vital for communities to explain the value of the travel industry to key stakeholders and secure funding for tourism programs. The workshops will focus on providing communities with methods for using the valuable information in the report to achieve their objectives. Please see below workshop schedule for which counties will be reported at which workshop. To register for a workshop please contact Sarah Martins at [smartins@azot.gov](mailto:smartins@azot.gov) or by phone at 602-364-3687.

October 18, 2006

10 a.m. – 12 p.m.

Best Western Payson Inn

801 North Beeline Highway 87

Payson, Arizona 85547

Counties to be covered: Yavapai, Gila, Graham and Greenlee

October 20, 2006

1 p.m. – 3p.m.

Little America

2515 East Butler Avenue

Flagstaff, AZ

Counties to be covered: Coconino, Navajo and Apache

November 1, 2006  
10 a.m. – 12 p.m.  
Hilton Tucson El Conquistador Golf and Tennis Resort  
10000 North Oracle Road  
Tucson, AZ 85737  
Counties to be covered: Pima, Cochise and Santa Cruz

November 8, 2006  
10 a.m. – 12 p.m.  
Pointe Hilton Squaw Peak Resort  
7677 North 16th Street  
Phoenix AZ 85020  
Counties to be covered: Maricopa and Pinal

### **AOT Welcomes New Staff Member**

Laura Frech has joined the AOT staff as the Executive Projects Manager and Multicultural Representative. She will be charged with managing AOT's bi-national initiatives, including the Arizona-Mexico Commission, Border Governor's, Canamex and the National Geographic GeoTourism Mapguide project that is being done in conjunction with the Sonora, Mexico tourism office. Prior to joining AOT, Laura served as a Project Director at Raza Development Fund, Latino Social Venture Fund and she was previously a Journalism Masters Fellow, for CNN in Atlanta, GA. She received her degree in Spanish/Political Science from ASU, a Master's Degree from Columbia University in Journalism and a Master's of Science from Georgetown University in Foreign Service. Laura can be reached at 602-364-3720 or [lfrench@azot.gov](mailto:lfrench@azot.gov).

## **Industry News**

### **Join the Club!**

Want to be a part of Super Bowl XLII? The Arizona Super Bowl Host Committee Membership Club is your ticket to join the team! As a member of the Arizona Super Bowl Host Committee Membership Club, you will receive official Arizona Super Bowl Host Committee merchandise, discounts and promotional offers from our community partners and the opportunity to win monthly raffle prizes including two (2) tickets to Super Bowl XLII. To find out more info and register online, visit [http://www.azsuperbowl.com/membership\\_club.aspx](http://www.azsuperbowl.com/membership_club.aspx).

### **Lake Powell introduces environmentally 'green' rooms**

Just what makes up environmentally friendly tourist products? Lake Powell Resorts and Marinas in Arizona says its new Eco-Rooms has the type of features that qualify such as:

- o Sliding glass doors featuring energy savings and a 78% heat gain.
- o Bath flooring made from recycled glass and select ceramic materials.
- o Carpet made from 25 percent post industrial content, as well as carpet pads made from 100 percent recycled materials.
- o Water efficient appliances including toilets.
- o A bathroom counter top made of recycled glass terrazzo.

The rooms have also been Greenleaf Certified by TerraChoice Environmental Marketing and Audubon International. Lake Powell is located on the second largest man-made lake on the border of Utah and Arizona in Glen Canyon National Recreation Area. ARAMARK is the manager. (Travelmole.com – 10/12/06)

### **Ring, ring: cell phones also checking in**

Hotels are starting to lose a lucrative source of income as more business and leisure travelers bring along their cell phones and other technology to avoid extra charges. The American Hotel & Lodging Association reported that 90 percent of its members now offer internet access, up from only half as recently as 2004. USA Today randomly chose a dozen hotels in 12 cities and asked about their internet and phone rates. Internet access was free at five hotels with inexpensive rates. Internet rates ranged up to \$13 daily at the Sheraton Waikiki in Honolulu. Four of the five hotels offering free internet also had free local phone calls. The newspaper survey found New York with the highest phone charges: \$9.99 for the first minute of long distance. (Travelmole.com – 10/12/06)